

Logo color variations

There are four versions of the Ready logo lockup; full color, reversed, black and white.

In four-color print or all digital executions use either the full color or reversed logo lockup.

The black or white logo lockup is reserved for one-color print executions only.

Orange (PMS 158) and Black



Use on a light background

Black



Orange (PMS 158) and White



Reversed — Use on a dark background

White



Minimum sizes

Minimum logo size should be 1"x0.63" for print.

1" Minimum Size



1" Minimum Size
logotype only



Clear space requirements

For unimpeded identity, the logo should always be surrounded by a clear space at a minimum equal to the height of the B in Black Hills Energy.

